

Message Text

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SUBJECT: CANADIAN FISH PROCESSORS VISIT EUROPE

1. UNDER THE SPONSORSHIP OF THE GOC'S DEPT OF INDUSTRY,
TRADE AND COMMERCE, AND OF AIR CANADA, REPRESENTATIVES
OF 28 CANADIAN FISH PROCESSING COMPANIES, MOST OF WHOM
ARE FROM ATLANTIC CANADA, ARE TAKING PART IN A TRADE
MISSION TO SELECTED EUROPEAN CITIES DURING THE PERIOD
MAR 6-17. IN ADDITION TO THE GOC OFFICIALS ACCOMPANYING
THE GROUP, EACH OF THE FOUR PROVINCES IN ATLANTIC CANADA
WILL ALSO HAVE FISHERIES OFFICIALS ALONG.

2. THE GROUP IS VISITING LONDON, PARIS, HAMBURG,
FRANKFURT, AND ZURICH WITH THE OBJECT OF PRESENTING AND
PROMOTING PROCESSED CANADIAN FISH PRODUCTS. UP TO 75
SUCH PRODUCTS WILL BE DISPLAYED IN EACH CITY.

3. JUDGING FROM PRESS COMMENT, FEW IF ANY SALES
CONTRACTS ARE EXPECTED TO BE SIGNED IN THE COURSE
OF THE VISIT. THE PARTICIPANTS IN THE TRADE MISSION
SEEM TO VIEW IT MAINLY AS AN OPPORTUNITY TO MAKE
CONTACTS AND TO DISPLAY THE PRODUCTS THEY ARE PREPARED
TO OFFER FOR SALE. COMMENTS MADE PUBLICLY IN LONDON
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BY NOVA SCOTIA'S FISHERIES MINISTER WERE CANDID IN
ADMITTING THAT SCANDINAVIAN FISH PROCESSORS OFFERED
PRODUCTS SUPERIOR IN QUALITY TO THOSE OFFERED BY CANADIANS.
HE PLEDGED, HOWEVER, THAT IMPROVED INSPECTION AND PROCESSING
TECHNIQUES WOULD SOON MAKE CANADIAN PROCESSED FISH PRODUCTS
COMMERCIALY COMPETITIVE.

4. CONCERN WAS EXPRESSED BY PARTICIPANTS IN THE MISSION ABOUT THE DIFFICULTY IN OVERCOMING EC (AND ALSO JAPANESE) TARIFF BARRIERS. IT WAS REPEATEDLY NOTED, HOWEVER, THAT MUCH IF NOT MOST OF THE US MARKET WOULD SOON BE LOST TO CANADIANS AS THE US FISHING INDUSTRY BECOMES INCREASINGLY SELF-SUFFICIENT. BECAUSE THE US MARKET HAS HERETOFORE BEEN THE MAINSTAY OF THE CANADIAN FISHING INDUSTRY, THE PROSPECT OF ITS LOSS IS A GROWING CAUSE OF WORRY IN ATLANTIC CANADA. FOR CANADA'S FISHERMEN AND FISH PROCESSORS, NEW MARKETS ARE NOT MERELY DESIRABLE. THEY WILL SOON BE VITAL.

MOORE

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